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PATENT  
Attorney Docket No. 112171-001.C1  
(Previously TARINFO.015C1)

## AMENDMENTS TO CLAIMS

1. (CURRENTLY AMENDED) A computerized information system for retrieving consumer data over a network based on a consumer identifier stored on a consumer device, comprising:

a first information server configured to

receive a transaction request over a network from an entity using a consumer device, and

initiate retrieving a consumer identifier stored on the consumer device for transmission over the network;

a second information server including

a module for receiving the consumer identifier over the network from the first information server, and

a Linkage Key conversion module comprising instructions for converting the consumer identifier into a Linkage Key;

a Linkage Key database system comprising a consumer ~~[[data]]~~ database indexed by the Linkage Key~~[[;]]~~ and configured to instructions for comparing compare the Linkage Key to the linkage consumer database in order to retrieve consumer data related to the entity using the consumer device from the linkage consumer database; and

a module for transmitting the consumer data related to the entity using the consumer device to the first information server.

2. (ORIGINAL) The information system of claim 1, wherein the consumer network interface device is selected from the group consisting of: a wireless telephone, an interactive voice response system, a personal computer, a television, a personal digital assistant and a database server.

3. (ORIGINAL) The information system of claim 1, wherein the Linkage Key is a spatial key that defines a geographic location.

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4. (PREVIOUSLY PRESENTED) The information system of claim 3, wherein the spatial key is a postal code.

5. (ORIGINAL) The information system of claim 1, wherein the consumer identifier is selected from the group consisting of: a 10-digit telephone number, a United States Postal Service address, Postal Service address plus a consumer name, a 10-digit telephone number plus a consumer name, a latitude and longitude, an IP address and an e-mail address.

6. (ORIGINAL) The information system of claim 1, wherein the Linkage Key is selected from a group of: a United States Postal Service Delivery Point Code (DPC), ZIP+4, State-county/census tract/census block, coordinate interleaved pair (quad-tree), 10-digit telephone number, standardized street address, standardized street address plus a standardized name, 10-digit telephone number plus standardized name, sequentially assigned number.

7. (ORIGINAL) The information system of claim 1, wherein the Linkage Key conversion module comprises instructions for converting a consumer address into a United States Postal Service Delivery Point Code.

8. (CURRENTLY AMENDED) The information system of claim 1, wherein the first information server comprises an Internet server.

9. (ORIGINAL) The information system of claim 8, wherein the Internet server comprises instructions for writing the consumer identifier to a consumer's computer.

10. (ORIGINAL) The information system of claim 9, wherein the Internet server comprises instructions for writing a cookie data file to the consumer's computer.

11. (PREVIOUSLY PRESENTED) The information system of claim 1, wherein the consumer data comprises one or more of household data, individual data, census data, business location data or government location data, business financial data, consumer product/service

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consumption scores, maps, driving directions, USPS address data, property data, environmental data and geography related data.

12. (PREVIOUSLY PRESENTED) A computerized information system for retrieving consumer data over a network based on a consumer identifier stored on a consumer device, comprising:

- a first information server configured to
  - receive a transaction request over a network from an entity using a consumer device,
  - initiate retrieving a consumer identifier stored on the consumer device, and
  - convert the consumer identifier into a Linkage Key for transmission over the network;
- a Linkage Key database comprising consumer data indexed by the Linkage Key;
- a second information server including
  - a module for receiving the Linkage Key over the network from the first information server, and
  - instructions for comparing the Linkage Key to the linkage database in order to retrieve consumer data related to the entity using the consumer device from the linkage database; and
  - a module for transmitting the consumer data related to the entity using the consumer device to the first information server.

13. (PREVIOUSLY PRESENTED) The information system of claim 12, wherein the consumer network interface device is selected from the group consisting of: a wireless telephone, an interactive voice response system, a personal computer, a television, a personal digital assistant and a database server.

14. (PREVIOUSLY PRESENTED) The information system of claim 12, wherein the Linkage Key is a spatial key that defines a geographic location.

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15. (PREVIOUSLY PRESENTED) The information system of claim 14, wherein the spatial key is a postal code.

16. (PREVIOUSLY PRESENTED) The information system of claim 12, wherein the consumer identifier is selected from the group consisting of: a 10-digit telephone number, a United States Postal Service address, Postal Service address plus a consumer name, a 10-digit telephone number plus a consumer name, a latitude and longitude, an IP address and an e-mail address.

17. (PREVIOUSLY PRESENTED) The information system of claim 12, wherein the Linkage Key is selected from a group of: a United States Postal Service Delivery Point Code (DPC), ZIP+4, State-county/census tract/census block, coordinate interleaved pair (quad-tree), 10-digit telephone number, standardized street address, standardized street address plus a standardized name, 10-digit telephone number plus standardized name, sequentially assigned number.

18. (PREVIOUSLY PRESENTED) The information system of claim 12, wherein the first information server further comprises instructions for converting a consumer address into a United States Postal Service Delivery Point Code.

19. (PREVIOUSLY PRESENTED) A method for retrieving consumer data over a network, comprising:

receiving at a first server a network request from a consumer device to obtain information;

responsive to the request, reading a consumer identifier from the consumer device;

determining data related to the consumer to be transmitted to the first server;

converting the consumer identifier into a Linkage Key;

comparing at a second server the Linkage Key to a Linkage Key database comprising consumer data indexed by the Linkage Key in order to retrieve the consumer data related to the consumer from the Linkage Key database for transmission to the first server; and

transmitting the consumer data related to the consumer to the first server.

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20. (PREVIOUSLY PRESENTED) The method of claim 19, wherein the information related to the user of the consumer device comprises one or more of name information, address information, household information, business information, product information, or map information.